INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1835 **Washington, D. C.** **July 15, 1961**

Canned Foods Are Featured In Two Hotel Publications

Canned foods obtain featured treatment in July issues of two of the hotel trade publications.

"How to Use Canned Foods to Glamorize Your Menus" is the subject of a two-page feature in *The Hotel Monthly*, circulation 10,689 hotels and catering firms. "Put Profit on Your Menu" is the lead article of the Food Features department of the July 10 weekly issue of *Hotel World-Review and Hotel Management*, circulation 12,661 which includes motor hotels, clubs and restaurants.

The article on canned foods glamorization develops and expands on an idea featured in the March, 1961, issue of the *N.C.A. Restaurant & Institutional Bulletin*. The author of the current feature is Warren P. Bill, a research associate with Allied Food Services Corporation, the firm that is conducting institutional studies under the N.C.A. Consumer and Trade Relations Program.

The piece shows how "Continental menus" can be built from canned foods, "the oldest of all convenience foods, their value often taken for granted, their possibilities never fully explored." It lists 28 gourmet dishes, and shows that in their principal ingredients, 38 different canned items, including "assorted canned fruits" as one, are used. In addition to the diversity and high class of menu that can be obtained, the author points out that profit possibilities are high because the ingredients were prepared by packers who have already absorbed the waste and shrinkage.

The profitability to institutional management of using canned foods in their menus was stressed in the feature in *Hotel World-Review*. "When canned fruits and vegetables are used, the menu controls the inventory and not the inventory the menu, as is too often the case," it is stated. Portions of the article cite and quote from *The Case of The Silver Lions*, the published study of the economic and other advantages of using canned foods for mass feeding that recently was issued under the C.&T.R. Program.

Senate Committee Completes Work on Omnibus Farm Bill; Continues Marketing Order Exemption for Canning Crops

A much-amended version of the Administration's omnibus farm bill, S. 1643, was approved by the Senate Agriculture Committee on July 12 and ordered to be reported.

Two days earlier, the Committee rejected a last-ditch attempt to restore "fruits and vegetables for canning or freezing" in the language of the bill which would extend federal marketing order authority to certain commodities, under specified conditions. Senator Holland's amendment to continue the present exemption for canning and freezing crops was approved by a voice vote.

The Committee agreed subsequently, however, to authorized marketing orders for cherries and cranberries for canning or freezing, and for all turkeys and lambs, but not for the canned or frozen products of any of these. Finally, in exceedingly complicated language, the Committee authorized marketing orders on apples produced in the states of Michigan, New York, Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut, but presumably not including apples for canning or freezing.

In bringing cherries and cranberries under the marketing order statute, the action of the Committee would provide that no order could be issued for such commodities for canning or freezing without the approval of the processors of more than 50 percent of the volume of such commodity which was canned or frozen during a representative period determined by the Secretary of Agriculture.

The Committee also approved language which would authorize marketing research and development projects, including advertising, as part of a marketing order. The expenses of such advertising and promotion programs would be paid from funds derived from the assessments on handlers which are authorized by section 10 of the Agricultural Marketing Agreement Act.

Another amendment approved by the Committee would delete the provision of the present Act which limits marketing orders to the "smallest practicable area." This would appear to authorize national marketing orders.

The bill is being redrafted by the Committee staff. It is expected to be reported officially to the Senate early next week.

The House Agriculture Committee this week continued its executive consideration of H. R. 6400, a companion bill. As amended by the Committee on June 29, the bill would continue the present exemption of canning crops from federal marketing orders but would authorize such orders for California apples (not including those for canning or freezing), and for turkeys and lamb (including the products of both). The Committee is expected to complete action on the bill next week.

Food Broker Directory

The new edition of the directory of members of the National Food Brokers Association has been mailed by N.F.B.A. to all N.C.A. members and to other canners and food processors.

The new directory lists 1,970 food broker firms which are members of the N.F.B.A. They are located in every market area in the nation.

As in its past editions, the 1961 book is classified to show the types of products each food broker firm handles and the services each firm offers. The listings have been expanded in the new book with the addition of new classifications of products sold extensively by food brokers.

The N.F.B.A. directory is available without charge to established food business firms. It may be obtained by food business executives who write on their company letterhead to the National Food Brokers Association, 1916 M St., N.W., Washington 6, D. C.

Vegetables for Processing

Planted acreage of nine vegetables for commercial processing is 10 percent more than the acreage planted to these crops last year but is 2 percent less than average, according to the Crop Reporting Board of USDA.

On the basis of July 1 conditions, USDA places the total acreage planted to the nine crops at 1,659,860 acres compared with 1,506,820 acres last year and the 1950-59 average of 1,690,180 acres.

A 7 percent decrease in acreage of winter and spring spinach is more than offset by percentage increases in other crops, as follows: green lima beans 13 percent, snap beans 10 percent, beets 8 percent, contract cabbage for kraut 5 percent, sweet corn 7 percent, cucumbers for pickles 8 percent, green peas 15 percent, and tomatoes 10 percent.

Snap Beans

The first forecast of 1961 snap bean production places the crop at 460,380 tons. If realized, a crop this size will exceed the 411,340 tons produced last year by 12 percent. Average snap bean production is 318,270 tons.

Acreage for harvest this year totals 193,280 acres, 9 percent more than in 1960 and 38 percent more than average. Anticipated yields this season are slightly higher than last year and average.

State	Production			
	10-year ave. 1950–59	1960	1961 Indicated	Percent change from 1960
	(tons)	(tons)	(tons)	
Maine	5,120	4,200	3,700	−12
N. Y.	55,560	73,100	79,900	+ 9
Pa.	10,390	13,100	15,500	+18
Mich.	11,080	12,300	17,500	+42
Wis.	25,310	36,700	33,200	−10
Del.	3,930	7,300	8,100	+ 8
Md.	16,660	18,700	18,000	− 4
Va.	5,800	4,200	4,000	− 5
S. C.	1,040	1,200	1,200	....
Fla. [1]	18,250	25,050	22,900	− 9
Tenn.	11,600	18,000	17,400	− 3
La.	510	240	300	+25
Okla.	4,390	10,000	9,500	− 5
Texas	10,700	19,800	17,200	−13
Colo.	5,320	4,600	5,200	+13
Wash.	10,180	8,300	10,100	+22
Ore.	70,800	83,100	114,800	+38
Calif.	20,840	30,600	36,800	+20
Other states [2]	30,700	40,650	45,080	+11
U. S. Total..	318,270	411,340	460,380	+12

[1] Sum of estimates by seasonal groups. [2] Ala., Ark., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Nebr., N. H., N. J., N. M., N. C., Ohio, Utah, Vt., and Wyo.

Green Peas

The July 1 forecast of green pea production is for a crop of 478,320 tons, 7 percent more than a year earlier but nearly the same as average 1950-59 tonnage. Production prospects declined sharply in the Pacific Northwest during the last half of June as a result of excessively high temperatures, and more than offset improved prospects in some other states, notably Wisconsin and Minnesota. On July 1, most of the heavy producing North Central and Western states anticipated greater production this year than last.

Acreage for harvest this season is 14 percent greater than in 1960 but 7 percent below average. Yield prospects on July 1 for the nation as a whole were slightly lower than those realized last year but 179 pounds more than average.

State	Production			
	10-year ave. 1950–59	1960	1961 Indicated	Percent change from 1960
	(tons)	(tons)	(tons)	
N. Y.	18,770	15,800	14,380	− 9
Pa.	12,940	6,410	7,420	+16
Ind.	2,140	2,010	1,190	−41
Ill.	33,420	44,320	44,550	+ 1
Mich.	4,770	4,450	5,670	+27
Wis.	132,870	106,000	126,900	+20
Minn.	52,750	51,440	66,250	+29
Del.	4,990	8,660	10,540	+22
Md.	10,370	10,080	11,520	+14
Idaho	12,070	11,800	16,800	+42
Wash.	84,370	96,600	75,600	−22
Ore.	58,800	51,480	52,700	+ 2
Calif.	12,690	13,510	21,250	+57
Other states [1]	35,130	22,770	23,550	+ 3
U. S. Total..	476,080	445,390	478,320	+ 7

[1] Ark., Colo., Iowa, Kans., Maine, Mo., Mont., Nebr., N. J., Ohio, Okla., Tenn., Utah, Va., and W. Va.

Green Lima Beans

An estimated 108,110 acres of green lima beans for processing have been planted this year. This compares with 95,500 acres a year ago and an average of 103,080 acres. Most of the increase this year over last is in Delaware and California, the two principal producing states which normally account for 45 percent of the national total.

Of this year's total acreage, 69 percent or 74,130 acres are to be utilized for freezing and 31 percent or 33,980 acres for canning. A year ago, 67 percent of the planted acreage was processed by freezers and 33 percent by canners. Acreage of Fordhooks for freezing in 1961 is up 17 percent from a year ago while the acreage of baby limas for freezing shows a 16 percent increase.

State	Planted Acreage			
	10-year ave. 1950–59	1960	1961 Preliminary	Percent change from 1960
	(acres)	(acres)	(acres)	
Pa.	4,120	1,600	1,400	−12
Mich.	2,040	1,800	2,800	+56
Wis.	6,080	5,700	5,700	....
Del.	21,530	20,300	22,100	+ 9
Md.	4,190	3,100	3,300	+ 6
Wash.	1,300	1,200	2,500	+108
Calif.	25,240	28,900	36,500	+26
Other states [1]	37,980	32,900	33,810	+ 3
U. S. Total..	103,080	95,500	108,110	+13
For canning and other processing	[2]36,740	31,830	33,980	+ 7
For freezing	[2]65,190	63,670	74,130	+16
Fordhooks	[2]21,730	20,070	23,500	+17
Baby limas	[3]37,520	43,600	50,630	+16

[1] Ark., Colo., Fla., Ga., Idaho, Ill., Ind., Iowa, Minn., Mo., N. J., N. Y., Ohio, Okla., Ore., Tenn., Utah, and Va. [2] Eight-year ave., 1952–59; estimates not available for prior years. [3] Three-year ave., 1957–59.

Tomatoes

A total of 309,600 acres of tomatoes have been planted for processing in 1961. This compares with 281,700 acres in 1960 and an average of 339,770 acres. In nearly all producing states, particularly Pennsylvania, Florida and California, acreage is greater this year than last. California, which normally accounts for about one-third of the planted acreage nationally, reports a 15 percent increase in acreage this year.

State	Planted Acreage			
	10-year ave. 1950–59	1960	1961 Preliminary	Percent change from 1960
	(acres)	(acres)	(acres)	
N. Y.	15,800	9,500	9,500	....
N. J.	25,800	17,400	18,000	+ 3
Pa.	21,900	10,500	13,000	+24
Ohio	20,130	21,500	21,500	....
Ind.	36,000	27,100	28,500	+ 5
Ill.	10,780	8,700	8,900	+ 2
Mich.	7,660	7,000	7,000	....
Del.	4,120	1,800	2,000	+11
Md.	16,310	9,000	9,400	+ 4
Va.	13,250	9,000	10,000	+11
S. C.	1,540	2,000	2,200	+10
Fla.	7,370	5,700	6,800	+19
Texas	16,350	7,700	8,500	+10
Colo.	3,430	2,700	3,000	+11
Utah	6,440	3,300	3,200	− 3
Calif.	117,920	130,000	150,000	+15
Other states [1]	14,970	8,800	8,100	− 8
U. S. Total..	339,770	281,700	309,600	+10

[1] Ala., Ariz., Ark., Iowa, Ky., La., Miss., Mo., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., W. Va., and Wis.

Beets

The planted acreage of beets for canning this year is estimated at 16,290 acres. This compares with 15,120 acres planted in 1960 and the average of 18,440 acres.

State	10-year ave. 1950–59	Planted Acreage 1960	1961 Preliminary	Percent change from 1960
	(acres)	(acres)	(acres)	
N. Y.	4,440	4,600	4,800	+ 4
Mich.	850	480	500	+ 4
Wis.	7,170	5,000	5,600	+12
Ore.	1,520	1,500	1,700	+13
Other states[1]	4,450	3,540	3,690	+ 4
U. S. Total	18,440	15,120	16,290	+ 8

[1] Calif., Colo., Del., Ill., La., Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, Wash., and Wyo.

Cabbage for Kraut

Acreage of cabbage for kraut planted under contract totals 9,490 acres, 5 percent more than the 9,030 acres grown under contract last year and 7 percent more than average. These estimates include contracts on an acreage basis plus equivalent acreage for contracts made on a tonnage basis.

Last year contract acreage accounted for 63 percent of the total, and during 1950-59 contract acreage averaged 59 percent of the total.

State	1960 Total[1]	1960 – Contract[2] –	1961 Preliminary
	(acres)	(acres)	(acres)
N. Y.	4,700	1,600	1,700
Ohio	1,700	1,680	1,600
Wis.	4,100	2,600	3,000
Other states[3]	3,910	3,150	3,190
U. S. Total	14,410	9,030	9,490

[1] Total acreage is the contract acreage (footnote 2) plus an equivalent acreage from which open market purchases were made.

[2] Contract acreage includes acreage grown by packers on own or leased land, acreage grown under contract with growers, and equivalent acreage on contracted tonnage.

[3] Colo., Fla., Idaho, Ill., Ind., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, Va., and Wash.

Production of Field Crops

Sweet Potatoes

Production prospects for sweet potatoes in 1961 are placed at 14,693,000 hundredweight, 6 percent below the revised 1960 production of 15,636,000 hundredweight and 22 percent below the average, according to the Crop Reporting Board of USDA.

The acreage for harvest is indicated at 199,700 acres, a decline of 2 percent from 1960 and 38 percent below the 1950-59 average. Growing conditions to July 1 had been generally favorable, USDA said, and prospective yield is placed at 73.6 hundredweight, 3.5 hundredweight below the record yield harvested in 1960 but 13.7 hundredweight above average.

State	10-year ave. 1950–59	1960	1961 Indicated	Percent change from 1960
	(thousands of cwt.)			
N. J.	1,377	1,470	1,260	−14
Md.	540	540	459	−15
Va.	1,453	2,072	1,630	−21
N. C.	2,544	2,160	1,760	−19
Ala.	832	570	551	− 3
Miss.	1,131	870	949	+ 9
La.	4,791	3,100	3,050	− 2
Ark.	314	300	252	−16
Mo.	128	120	101	−16
Okla.	123	117	118	+ 1
Other states[1]	5,705	4,317	4,563	+ 6
U. S. Total	18,928	15,636	14,693	− 6

[1] Calif., Fla., Ga., Kans., Ky., N. M., Tenn., and Texas.

Dry Beans

Production of dry beans is forecast at 17.1 million bags, 4 percent below last year but 2 percent above average. The prospective yield of 1,215 pounds per acre ranks as the third highest of record, being exceeded only in 1959 and 1960.

Deciduous Fruit Production

Total production of noncitrus fruits for 1961 is expected to be 6 percent greater than last year and 7 percent above average, according to the Crop Reporting Board of USDA.

Compared with last year the forecast is for more apples, sweet cherries, sour cherries, grapes, peaches, pears, plums, and prunes. Only the apricot crop is down, although it is still above average.

	1960	1961 Indicated	Percent change from 1960
	(thous. of bushels)		
Apples, all	108,515	122,770	+13
East	52,870	63,350	+20
Central	23,625	24,910	+ 5
West	32,020	34,510	+ 8
Peaches, all	74,315	75,688	+ 2
Calif. cling	25,502	26,252	+ 3
Calif. freestone	12,418	13,126	+ 6
Pears, all	25,621	25,938	+ 1
	(tons)	(tons)	
Bartlett pears, 3 Pacific Coast states	424,250	427,500	+ 1
Sweet cherries, all	70,520	95,300	+35
Great Lakes states	18,400	19,600	+ 7
Western states	52,120	75,700	+45
Sour cherries, all	116,140	132,600	+14
Great Lakes states	107,000	123,300	+15
Western states	9,140	9,300	+ 2
Apricots, all	243,100	203,000	−16
Calif.	230,000	190,000	−17
Plums, all	89,000	97,500	+10
Calif.	82,000	90,000	+10

Citrus Fruit Production and Utilization

The total tonnage of citrus for the United States is expected to be about 5 percent below last year, although about average, according to the Crop Reporting Board of USDA.

The orange crop, nearly all of which has been harvested, is estimated at 117 million boxes, 7 percent smaller than last year and 4 percent below average. Utilization to July 1 totaled 105.8 million boxes, with 72 million used by processors; a year ago processors had used 74.5 million boxes of a total of 115.9 million.

The 1960-61 grapefruit crop is estimated at 43.4 million boxes, 4 percent larger than last year and 2 percent above average. Utilization to July 1 totaled 40.4 million boxes, of which 18 million had been used by processors; a year ago processors had used 16.9 million boxes out of the total of 39.7 million.

The 1960-61 lemon crop, estimated at 14 million boxes, is about three-fourths as large as last year's.

MSSA Requirements for Canned Foods

Canned Food	Grade	Can Size	Quantity (pounds)	Quantity (cases)
Peas, Type I or II, Size 1, 2, 3, 4, 5, 6 or 7, or combination thereof[a]	A or B	6/10	12,640,300	320,983
		24/303	15,304,800	637,700
Fruit cocktail[b]	A or B	6/10	4,706,000	116,198
		24/2½	9,540,000	212,000
Pears, Type I, Style I[b]	A or B	6/10	6,570,600	165,288
		24/2½	8,223,700	189,051
Tomato paste, Type I or II, Concentration (a) or (b)[b]	A	24/2½	4,883,700	105,026

[a] To be procured by Chicago region, MSSA. [b] To be procured by Oakland region, MSSA.

Purchases of Canned Foods by MSSA during Fiscal 1961

Canned fruits, vegetables, and juices purchased by the Military Subsistence Supply Agency on annual basis during the fiscal year 1961 totaled 349.1 million pounds, 12 percent less than the 397.8 million pounds purchased during fiscal 1960.

Canned Vegetables

	Fiscal year 1960 (*millions of pounds*)	Fiscal year 1961	Percent change from 1960
Asparagus	5.0	6.3	+26
Beans, lima	7.5	11.5	+53
Beans, snap	9.2	20.8	+126
Bean sprouts	1.6	1.1	−31
Beets	5.8	5.7	− 2
Carrots	2.3	4.9	+113
Catsup, tomato	23.8	23.3	− 2
Chili sauce	1.5	1.8	+20
Corn, c.s.	12.4	11.9	− 4
Corn, w.k.	14.7	14.6	− 1
Peas	31.2	17.9	−43
Pimientos	.....	1.0	....
Potatoes, sweet	5.7	9.3	+63
Pumpkin	1.8	2.2	+22
Sauerkraut	1.5	5.5	+267
Spinach	5.4	2.9	−46
Tomatoes	39.8	31.4	−21
Tomato paste	6.8	4.4	−35
Tomato puree	.....	4.0	....
Total	176.0	180.5	+ 3

Canned Fruits

	Fiscal year 1960 (*millions of pounds*)	Fiscal year 1961	Percent change from 1960
Apples	6.2	8.7	+40
Applesauce	6.5	12.6	+94
Apricots	7.6	6.0	−21
Blackberries	1.2	1.0	−17
Blueberries	1.2	.9	−25
Cherries, RSP	4.9	4.0	−18
Cherries, sweet	2.1	1.1	−48
Cranberry sauce	5.0	3.9	−22
Figs	.6	1.4	+133
Fruit cocktail	11.0	13.4	+22
Grapefruit	5.9	2.1	−64
Peaches	25.4	16.5	−35
Pears	20.2	12.8	−37
Pineapple	29.5	10.2	−65
Plums	3.4	2.2	−35
Total	130.7	96.8	−26

Canned Juices

	Fiscal year 1960 (*millions of pounds*)	Fiscal year 1961	Percent change from 1960
Apple	4.0	7.6	+90
Grape	3.4	3.4	....
Grapefruit	6.1	6.7	+10
Grapefruit and orange	8.8	2.4	−73
Orange	10.2	4.3	−58
Pineapple	19.6	16.5	−16
Tomato	39.0	29.9	−23
Tomato, concentrated	.....	1.0	....
Total	91.1	71.8	−21

McCall's

"Skilletry! Quick and easy cooking for chefs of the Great Outdoor," a food article in the July issue of *McCall's* magazine, gives 14 usages for canned foods.

The article says, "Scent of pine needles blown across the lake, scent of earth and smoke, and mingled with them, the mouth-watering scent of whatever it is you're fixing on the fire. Whether he caught it or bought it, let the man in your life make this Skillet-Fried Trout. And then you show off with any of the recipes on page 38."

Canned foods listed are peas, whole kernel corn, cream style corn, beans with frankfurters, dried beef, deviled ham, tomato aspic, peach halves, pineapple chunks, mixed fruits for salads, cranberry sauce, and applesauce.

A two-page color photograph attractively illustrates this article.

Everywoman's Family Circle

"What's For Dinner?" is the title of a food article by Ruth K. Mumbauer, associate editor, in the July issue of *Everywoman's Family Circle* magazine. The article uses canned foods 36 times.

The theme of the article and the 31 meal ideas is summer-bright meals that are easy-on-the-cook. The author says, "Versatile instants, canned and frozen foods, and July's garden-fresh bounty make cooking simpler, too."

Canned foods included in the meal ideas and recipes are tomatoes, pimientos, peach halves, cranberry sauce, pears, consomme, onion rings, salmon, tomato aspic, pork luncheon meat, vegetable juice, chicken gumbo soup, pineapple, bouillon, beets, sliced mushrooms, cream of celery soup, Italian tomatoes, chili sauce, tomato soup, chopped mushrooms, tuna, cream of mushroom soup, vienna sausage, chop-suey vegetables, crushed pineapple, salmon, red kidney beans, Mexican tortillas, mushroom gravy, lobster meat, whole kernel corn, and ripe olives.

Canned Foods for School Lunch

Canned Peas

USDA announced on July 12 an offer to buy canned green peas packed during 1961 for use in the National School Lunch Program.

Offers will be considered only on No. 10 cans of peas of Grade B or better. Purchases will be made on an offer and acceptance basis, using funds appropriated under the National School Lunch Act.

Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 4 p.m. EDT July 28 for acceptance by August 4. Delivery will be required during the period August 28 through October 2.

Further details may be obtained from Claude S. Morris of the Fruit and Vegetable Division (telephone 202 DU 8-2781).

Canned Apricots

USDA announced July 13 the purchase of 370,500 cases of canned apricots, Grade B, in No. 10 cans. All of the purchases were made in California, at an average price of $4.872 per case.

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